

We claim:

1. A method for notifying personnel of customer feedback messages, comprising the steps of:

receiving a customer feedback message;

storing said feedback message in a database;

creating an electronic notification message containing information about said feedback message; and

transmitting said notification message to an employee.

2. The method of claim 1 wherein said notification message is an e-mail message.

3. The method of claim 1 wherein said step of receiving said feedback message includes receiving a customer satisfaction rating.

4. The method of claim 3 wherein said information in said notification message includes said customer satisfaction rating.

5. The method of claim 3 comprising the further steps of:

determining whether said customer satisfaction rating is below a threshold value;

and

transmitting a second electronic notification message to a second employee if said customer satisfaction rating is below said threshold value.

6. The method of claim 3 comprising the further steps of:

determining whether said customer satisfaction rating is above threshold value;

and

transmitting a third electronic notification message to said employee if said customer satisfaction rating is above said threshold value.

7. The method of claim 1 comprising the further steps of:
creating an audio file containing said feedback message; and
attaching said audio file to said notification message.

8. A method for notifying personnel of customer feedback messages,
comprising the steps of:

- receiving a spoken customer feedback message;
- creating an audio file containing a recording of said spoken feedback message;
- storing said audio file in a database;
- generating an electronic notification message, said notification message indicating that said feedback message has been received;
- transmitting said electronic notification message to an employee; and
- accessing said database and playing said audio file to said employee upon receiving a command from said employee.

9. The method of claim 8 wherein said notification message is an e-mail message.

10. The method of claim 8 comprising the further step of assigning a response ID to said complaint.

11. The method of claim 10 wherein said command from said employee is said response ID.

12. The method of claim 8 comprising the further steps of:
receiving a satisfaction rating from said customer;

determining whether said satisfaction rating is below a threshold value; and
transmitting a second electronic notification message to a second employee if said
satisfaction rating is below said threshold value.

13. The method of claim 8 comprising the further steps of:
receiving a satisfaction rating from said customer;
determining whether said satisfaction rating is above a threshold value; and
transmitting a third electronic notification message to said employee if said
satisfaction rating is above said threshold value.

14. The method of claim 12 wherein said second electronic notification
message is an e-mail message.

15. A method for notifying personnel of customer messages, comprising the
steps of:

receiving a satisfaction rating from a customer;
receiving a spoken message from said customer;
creating an audio file containing a recording of said spoken message;
storing said audio file in a database;
generating an electronic notification message;
attaching said audio file to said notification message;
transmitting said electronic notification message to an employee;
determining whether said satisfaction rating is below a threshold value;

and

transmitting a second electronic notification message to a second employee if said
satisfaction rating is below said threshold value.

16. The method of claim 15 wherein said second electronic notification message is an e-mail message.

17. A customer feedback notification system, comprising:
a database for storing a customer feedback message;
an electronic notification message, said notification message indicating that said feedback message has been received; and,
a computer server for transmitting said notification message to an employee.

18. The system of claim 17 wherein said electronic notification message is an e-mail message.

19. The system of claim 17 further comprising:
a voice server that receives a spoken message from a customer;
an audio file containing said spoken message, said audio file being generated by said voice server;
wherein said audio file is attached to said notification message before being transmitted to said employee.

20. A customer feedback notification system, comprising:
a voice server for receiving a spoken customer feedback message;
a database for storing said feedback message in an audio file;
an electronic notification message indicating that said feedback message has been received and including said audio file as an attachment; and
a computer server for transmitting said notification message to an employee.

21. The system of claim 20 wherein said electronic notification message is an e-mail message.

22. A method for receiving and tracking customer feedback messages, comprising the steps of:

receiving a customer feedback message;

storing said feedback message in a database;

creating an electronic notification message indicating that said feedback message has been received;

transmitting said notification message to an employee;

accessing said database using a web server to retrieve said feedback message; and

displaying said feedback message within a web page to said employee.

23. The method of claim 22 wherein said notification message is an e-mail message.

24. The method of claim 22 wherein said step of receiving said feedback message includes receiving a customer satisfaction rating.

25. The method of claim 24 wherein said information in said notification message includes said customer satisfaction rating.

26. The method of claim 24 comprising the further steps of:
determining whether said customer satisfaction rating is below a threshold value;
and

transmitting a second electronic notification message to a second employee if said customer satisfaction rating is below said threshold value.

27. The method of claim 22 comprising the further steps of:

creating an audio file containing said customer feedback message;

storing said audio file in said database; and

providing a link on said web page enabling said employee to playback said audio file.

28. A system for receiving and tracking customer complaints, comprising:

a voice server for receiving a customer complaint;

a database for storing said complaint in a complaint record;

an electronic notification message indicating that said complaint has been received;

a computer server for transmitting said notification message to an employee;

a web server connected with said database, said web server configured to enable

said employee to access said database to retrieve said complaint record; and

a web page defined to display said complaint record retrieved by said employee.

29. The system of claim 28 wherein said notification message is an e-mail message.

30. The system of claim 28 further comprising:

an audio file containing a spoken customer complaint;

wherein said complaint record includes said audio file.

31. The system of claim 30 wherein said audio file is attached to said notification message.